



FORWARD TO A FRIEND >

**United Way  
of Central Virginia**



January Newsletter 2014

**A Year To LIVE UNITED**



As we "close the door" (heeheehee) on 2013 and Open the Door to 2014, let's all take a moment to think about the ways we can make a meaningful impact on our community....

- 1. Start a walking school bus in your neighborhood (don't carpool, walk along with neighborhood kids) It's great

This  
**LIVE UNITED**  
 moment brought to you by  




exercise for you and the kids, and it's safer than them walking alone!

- Plant a community garden, or offer to help if there is one already established. [LynchburgGrows](#) is a great local option.
- Donate items to those in need. Our [website](#) has a list of partner agencies who have a variety of needs; clothing, school supplies, toiletries, household items, etc.
- Become a volunteer [reader, tutor or mentor](#) and make a difference in the life of a child.
- Contact your representatives; [Senate](#) & [House](#) and tell them about the community issues that are important to you.
- Mark your calendar for Day of Caring 2014 (May 21st) and then get busy!
- Write a [letter to the editor](#).
- Get your kids involved. Philanthropy can start at any age. Getting kids to understand the importance of giving is crucial at the youngest age.
- [Shop Local](#). Donate Local.
- Open a door. No, really. Just stop and take time to hold the door for someone every chance you get. It's a great feeling and it's free.



*"I Live United to make  
Central Virginia a great place  
to live for everyone!"*

**-Tess Thomas**

Campaign Cabinet Member  
J. Crew

## Events

### CASA

Hiring for Executive Director  
Get information [here](#)

### Central Virginia Academy for Nonprofit Excellence

"Diversifying Your Fundraising and  
Using Your Development Plan"  
presented by Amy Nisenson,  
nonprofit consultant and foundation  
executive

January 23

UWCV conference room

Visit [cvane.org](#) for more details and  
how to register.

### Salvation Army

Coat Drive through January 2014

For more information, contact  
[Chesley Vohden](#) at 845-5939

### United Way of Central Virginia

Super Bowl-a-Thon IV

January 25 & 26

AMF Lynchburg Lanes

\$35/person, teams of up to 5

Visit our [website](#) to download the  
forms.

### YWCA

Prom Dress Super Sale

January 11

9am-4pm

10% off the already deeply  
discounted prices

626 Church Street, Lynchburg

### Virginia Legal Aid Society

Affordable Care Act Navigators

VLAS is offering two navigators, one  
for the western half of the service  
area (Lynchburg), the other for the

## Super Bowl-A-Thon IV

January 25 & 26  
AMF Lynchburg Lanes

### TIME SLOTS

Saturday:

9am-12pm

*12pm-3pm SOLD OUT*

3pm-6pm

Sunday:

12pm-3pm



Get all your friends together and team up to win for United Way!  
Teams of up to 5 players raise \$35 each (includes three hours of  
bowling, shoes, raffle ticket and t-shirt). For every additional \$35

raised you receive another raffle ticket for a chance to win more!  
T-shirts available to those who register by January 9th.

Get your forms here:

[Bowling Brochure](#)

[Postcard \(due by 1/9/14 to be guaranteed a shirt\)](#)

[Team Summary](#)

[Bowler Donation Sheet \(5 bowlers maximum per team\)](#)

## Elf on the Shelf

UWCV kicked off their internal campaign with the help of everyone's favorite elf, Elfie. For an entire day, Elfie was in the office, spreading his holiday cheer! He helped make copies, sent some emails (hopefully not reporting us back to Santa) and hung out with some of our doors!

Thanks to Tabitha for coming up with such a fun office event that got us all in the holiday mood!



## Disaster Knows No Holiday

The American Red Cross-Historic VA Chapter has been busy this month, something they don't like to be during the holiday season. In the last week, two families in the area have been displaced due to house fires, resulting in loss of property, gifts for Christmas and even pets.

The Red Cross is providing a Bedford family with assistance for meals, clothing and hotel accommodations after their Longwood Avenue home caught fire on Saturday, December 14th. The Red Cross was also at the scene of a house fire in Lynchburg the same week assisting a family of four. The single mother of three is

eastern half (Emporia). Navigators present to agencies, employers and at community events to help individuals and small businesses seek information/help in applying for health insurance. To schedule a presentation or seek assistance, contact [Amber Poron](#), 841-2038 or visit [enroll-virginia.com](#)

## Partners

### Partner Agencies

Click [here](#) to view our partner agencies and how they are working to impact the areas of Education, Income and Health.



### Corporate Keystone Partners

Click [here](#) to see the list of wonderful area businesses that earmark their corporate contributions for our Administrative costs, allowing 100% of your donation to the Community Care Fund to go directly to programs!



You Never Know Where  
You'll Find People  
Living United

struggling to explain to her 6, 12 and 14 year old children that there will be no Christmas this year as all of their gifts were lost in the fire.

The Red Cross is prepared to respond quickly to disaster, no matter what time of the year. Their [mobile command center](#), an ambulance adapted specifically for their needs, is ready to hit the streets the second services are needed. Staff is prepared to assist families at the point of crisis and beyond, providing food, shelter, clothing and referrals to other community resources as they work to get back on their feet.



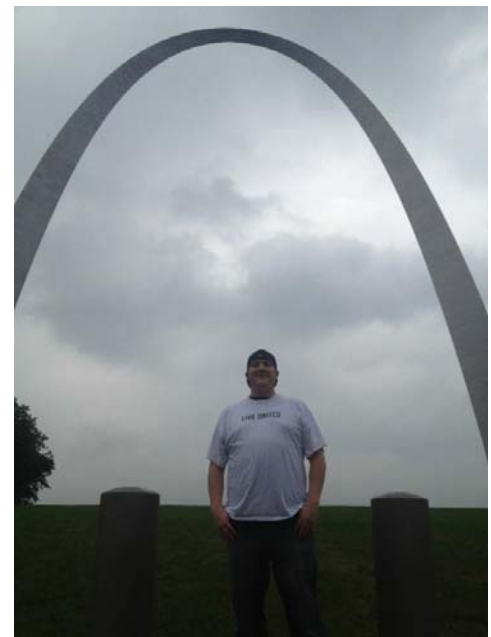
**American Red Cross**

Historic Virginia Chapter

Are you interested in helping? If so, please contact [Nathan Wittkamp](#) 845-1234. To find out other ways you can help, visit their website [now](#).

## Living UNITED is Right!

You can't imagine how excited we were when we accidentally ran across these amazing photos by [Stone Blue Productions!](#) Congratulations to Stephanie and Aaron for taking LIVE UNITED to a whole new level! We at UWCV wish you two the best and will keep our eye out for our invitation for the big day!



Campaign Cabinet member and YLS Steering Committee member, Brandon Cyrus, sports his tee while visiting the Gateway Arch in St. Louis!

## Tune Into KHF 93.7 for

### Way Wednesday 8:30am

Every Wednesday, United Way of Central Virginia gets to showcase a partner agency on Lynchburg's #1 radio station (as voted by The 'Burg).

January 8  
YMCA

January 15  
Otter River Resource Center

Keena Wood will also be on air with all that is happening around the UWCV office.

Wake up on Wednesdays with fun and information from within your community!



## Awwwwwww.....

Congratulations to Valerie and Christopher Harris on welcoming their daughter, Rachel Cadence on December 5, 2013. Congratulations Dad, for being the best dressed parent in the nursery! Enjoy your new bundle of joy!



The YLS family welcomed three new additions this year from members:



## United Way Initiatives



Need a referral? Have a question about services in your area? Call [2-1-1](tel:2-1-1). It's the non-emergency answer to 9-1-1.



Is your passion working to improve the quality of care and education for children from birth until kindergarten? That's the [Smart Beginnings](#) mission, and they do it well!

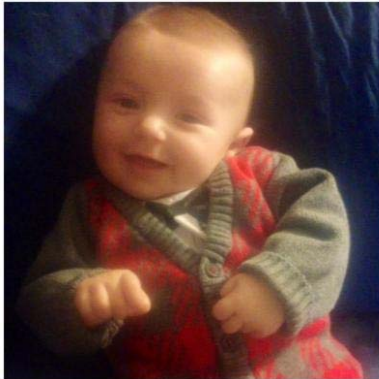
## GET CONNECTED

Get Connected is an easy-to-use web-based platform that matches the right donors, advocates, and volunteers with the right opportunities in our neighborhoods. Use Get Connected to find ways to give your unused materials and household items to agencies in need of donations, advocate for causes that require your passionate voice, and volunteer your time in ways that make a real difference. Sign up [HERE](#).

## Young Leaders



Member and partner agency employee (PHFS), Kimberly, welcomed Molly on August 30th.



Members Kristin and Jordan welcomed Carter on September 21st.



YLS member and Genworth Volunteer of the Year, Rene Ballowe, had the beautiful Lila on October 12th.



YLS member and former Campaign Cabinet member, Amanda, welcomes the newest member, Brooklynn on December 5th.



### Join the YLS!

Visit our website [youngleadersuwcv.org](http://youngleadersuwcv.org) to learn more about how you can join forces with your peers to make a difference in our community!

### Mark Your Calendars



### 2014 UWCV Events

**January 25 & 26**  
Super Bowl-A-Thon IV

**March 27 \*tentative**  
Annual Awards Breakfast

**April 2**  
Grow One Market Day

**April 21**  
Lynchburg Cooks

**April \*TBD**  
Harris Golf Tournament

**May 2**  
Williams Golf Tournament

**May 21**  
Day of Caring

The latest class of YLS members has arrived and will be appearing at United Way events near you!  
**Congratulations!!**

**September**  
 Campaign Kick-Off  
 Feeeenoemal Follies

**October \*TBD**  
 Run For Your Life Zombie Run

**October**  
 Food Drive

**November \*TBD**  
 Festival of Trees

## The United Sleigh?

Of course the jolly old fellow dons a LIVE UNITED shirt under his red coat lined with fur, what else would he have on under there?



And yes, the reindeer also LIVE UNITED. In fact, they ran united (thanks to yards of tinsel holding them together) at the annual Frosty Footrace--a four mile run that included eating ice cream at the two mile mark! Congratulations on winning the costume contest, and for finishing the race in the sleet and snow!



Keena Wood, Susan Brown, Janelle Bell, Mike McKendree, Tabitha Abbott, Amanda Linn, Julie Barber, Maribel Kricheldorf and Stacey Lowe.

## Trimming the Trees...and Shrubs!



Thanks to Keith Petrie Landscaping for their generous donation of services to the beautification of our office facade.



The landscaping looks spectacular and the topiaries put it over the top! Thanks so much for your hard work and thoughtfulness.

## Cans For Cuts



Keith Petrie  
Landscaping  
283-8003

Special thanks to Jonathan and Joseph Melloul at [Sylvain Melloul International Hair Academy](#) for their great food drive efforts in the first ever Cans 4 Cuts. They offered free haircuts if you brought in two canned goods, and as you can see, it was quite successful!

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